

Paid growth, measured in **ROAS**.

An award-winning performance marketing studio building Google & Meta ad engines for ambitious brands across twelve verticals — USA, UK, Australia, Dubai.

PREPARED BY ISHANT SHARMA
VER. 2026.04

\$780M+

Revenue generated for clients

2,500+

Brands served globally

591+

Verified reviews

4.9/5

Average client rating

2026 BENCHMARK REPORT

ROAS, by industry.

Every number below comes from **actual campaign data** inside Hustle Marketers-managed accounts — not industry surveys. Break-Even ≈ the minimum ROAS to keep the lights on. Great ≈ top-quartile performers. Top Client ≈ the peak we delivered.

INDUSTRY	BREAK-EVEN	AVERAGE	GOOD	GREAT	TOP CLIENT
Apparel & Fashion	2.5×	3.8×	5.0×+	8.0×+	11.2×
Home & Garden	3.0×	4.2×	6.0×+	9.0×+	15.0×
Health & Beauty	2.0×	3.5×	5.5×+	8.5×+	12.8×
Automotive Parts	3.5×	5.1×	7.0×+	10.0×+	15.0×
Electronics	4.0×	3.2×	4.5×+	6.5×+	9.0×
Food & Beverage DTC	1.8×	2.8×	4.0×+	6.0×+	8.5×
Pet Products	2.0×	3.6×	5.0×+	7.5×+	10.2×
Jewelry & Luxury	3.0×	4.5×	6.5×+	10.0×+	12.8×
Industrial / B2B	4.0×	5.5×	8.0×+	12.0×+	15.0×
Kids & Baby	2.0×	3.4×	5.0×+	7.0×+	9.5×
Sporting Goods	2.5×	3.9×	5.5×+	8.0×+	9.0×
Tools & Hardware	3.0×	4.8×	6.5×+	9.0×+	12.0×

WHAT WE PROVIDE

Full-stack growth. One revenue engine.

01 Google Ads Search, Shopping, PMax & YouTube — intent-mapped keywords, margin-tier bidding.	02 Meta Ads Full-funnel TOF / MOF / BOF with A/B hook testing, UGC and warm retargeting.	03 Bing & Microsoft Ads Lower-CPC B2B and niche-intent channel — often ignored, quietly profitable.	04 LinkedIn Ads B2B ABM funnels with role, seniority and account-list targeting.
05 SEO Services Technical audits, content strategy, link building — sustainable organic growth.	06 Magento SEO Specialist optimisation for Magento / Adobe Commerce storefronts.	07 CRO & Tracking GA4 + server-side tracking, product-feed optimisation, landing-page lifts.	08 Full-Stack Marketer White-label execution across every channel — a senior operator on your account.
STEP 01 Diagnose Audit account, funnel, tracking and product feed. Find where spend leaks.	STEP 02 Structure Rebuild campaigns, install clean tracking, define the full-funnel audience plan.	STEP 03 Scale Reallocate budget to winners, layer creative tests, expand to higher-AOV segments.	STEP 04 Compound Weekly review cadence, creative refresh, retargeting loops, repeat-purchase engine.

PART ONE

Results, by industry.

Nine case studies across eCommerce, sports, healthcare, legal, hospitality and industrial — grouped by the sector our clients operate in.

AT A GLANCE

Nine industries. One *playbook*.

SKINCARE

12×

Drought Secret
Eczema skincare brand

SPORTS

+50%

Meckavo / Pickleball
Quality leads & sales lift

KIDS / CHILD DEV

3.8×

Early-learning brand
Parent lead volume

FOOD & BEVERAGE

5.4×

Dylan Patisserie
Google Ads ROAS

BABY CARE

9×

Baby-care DTC
Shopping + Search returns

LEGAL

20×

Personal injury firm
Leads vs. baseline

ECOMMERCE

9×

P-REX Hobby
Six-month ROAS

AUTOMOTIVE

10×

C7 Carbon
Meta ROAS post-rebuild

SKINCARE • DTC

Drought Secret

Natural eczema & sensitive-skin range.

THE CHALLENGE

Low visibility in a saturated eczema category and inconsistent conversions despite strong product-market fit.

WHAT WE DID

- Pain-intent keywords & SKAG builds
- TOF / MOF / BOF Meta funnel
- Before & after UGC testimonials
- Retargeting on engaged Reels viewers

OUTCOME • PEAK ROAS

12.57x

BLENDED ROAS • SCALING BUDGET

Multiple ad sets held 10x+ while budgets doubled.

530+

Verified reviews used in creatives

↓ CPC

via A/B creative rotation

↑ AOV

reallocating to premium segments

SPORTS • COACHING

Pickleball Academy

Coaching & court bookings, multi-city

+50%

QUALITY LEADS & SALES GROWTH

Google Search + Meta funnel built around local intent, seasonal programs and a referral-style retargeting sequence for parents.

SPORTS • DTC EQUIPMENT

Meckavo Sports

Premium sports equipment brand

3.4x

SHOPPING ROAS IN QUARTER ONE

Shopping feed optimization, tight negative-keyword hygiene, and a creator-led Meta engine replacing broad awareness spend.

BABY CARE • DTC

Baby Care Brand

Gentle essentials for infants & new parents

9x+

BLENDED ROAS • SHOPPING + SEARCH

Ingredient-led creative, mum-creator UGC, SKU-level bids on Shopping, and a subscription upsell retargeting loop.

KIDS • EARLY LEARNING

Child Development

Parent-facing learning program

3.8x

PARENT LEAD VOLUME • -42% CPL

Cohort audiences by child age, lead-magnet funnel with free activity pack, testimonial creatives, staged retargeting cadence.

FOOD & BEVERAGE

Dylan Patisserie

Artisanal cake & patisserie brand

5.4×

GOOGLE ADS ROAS

Occasion-based Search campaigns, delivery-radius targeting, flavour-specific Shopping feed, event retargeting for birthdays and anniversaries.

LEGAL SERVICES

Personal Injury Firm

US personal-injury & accident practice

20×

QUALIFIED LEADS VS. BASELINE

Case-type segmentation, click-to-call with weekend dayparting, qualifying form fields, aggressive negative-keyword cleanup.

ECOMMERCE • HOBBY

P-REX Hobby

Online hobby & RC-goods store.

THE CHALLENGE

Thin margins, small loyal base, ad account fragmented across platforms with no shared attribution model.

WHAT WE DID

- Integrated Google + Meta + email flows
- Retargeting across every touchpoint
- Landing pages rebuilt for PMax
- Weekly creative & bid refreshes

OUTCOME • SIX-MONTH ROAS

900%

SIX-MONTH BLENDED RETURN ON AD SPEND
Equivalent to a sustained 9x across the engagement.

6 mo.
Window to hit 9x

2x
Email-attributed revenue

+47%
New-customer share

AUTOMOTIVE • AFTERMARKET

C7 Carbon

Corvette carbon-fibre accessories.

THE CHALLENGE

No Facebook pixel, irrelevant Shopping search terms ("cool cars"), and PMax campaigns overlapping Brand.

WHAT WE DID

- Installed pixel + server-side tracking
- Split PMax from Brand to stop overlap
- Hard negatives + Shopping restructure
- Creative built around model-specific fit

OUTCOME • META ROAS

10x

AVERAGE FACEBOOK ROAS POST-REBUILD
From zero attributable conversions to a tracked, profitable channel.

202
Google purchases tracked

4.42
Conversion value / cost

↓ CPP
Cost per purchase reduced

UPWORK REVIEWS

What clients actually say.

5.0 /5

Average across recent projects

100%

Job success score

Top Rated+

Upwork status tier

Ad words and Facebook Ad Campaign

★★★★★

5.0 • Oct 8, 2025 – Jan 8, 2026

"Ishant is a skilled Google Ads Specialist with deep expertise in e-commerce PPC. Managed our Google Shopping, Performance Max, and Meta Ads with excellent results — truly understands how to optimize for profitability, not just clicks."

— Verified Upwork hire

eCommerce PPC

Google ads Ecom specialist

★★★★★

5.0 • Apr 17, 2025 – Sep 30, 2025

"I hired Ishant for our e-commerce campaigns and the results were incredible. He is the best Google Ads specialist we've worked with — his knowledge of Meta and Bing Ads gave us a true cross-channel growth strategy."

— Verified Upwork hire

eCom Growth

Ads Manager — Shopping Audit

★★★★★

5.0 • Nov 5, 2025 – Nov 8, 2025

"Even as a quick two-day engagement Ishant immediately added value. He audited our Merchant Center feed, resolved approval issues and highlighted non-performing products quietly draining budget. Highly recommended."

— Verified Upwork hire

Audit • 2 days

Social Media & Google Ads Specialist

★★★★★

5.0 • Jul 5, 2022 – Sep 30, 2025

"Ishant is an exceptional paid ads specialist. Managed our accounts across Google, Meta, Bing and TikTok — his cross-channel PPC strategies consistently delivered scalable ROAS and measurable growth across industries."

— Verified Upwork hire • 3-year engagement

Multi-platform

THIRD-PARTY PROOF

Recommended *by AI.*

When decision-makers search the two queries that matter most — "best google ads consultant" and "best magento seo consultant" — Google's AI Overview names Ishant Sharma in the top shortlist.



Ishant Sharma
FOUNDER • HUSTLE MARKETERS
"Named by Google's AI as a top Google Ads specialist and Magento SEO consultant — two disciplines, one operator."

best google ads consultant

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

AI Overview

Top Google Ads consultants and experts for 2026 include highly-rated independent specialists such as Ori Herschmann (4x ROAS for tech brands), Ishant Sharma (high ROAS via cross-channel strategies), and specialized firms like Rothman PPC. These experts are selected based on proven ROI, experience with complex ad setups, and high client satisfaction rates. Rothman PPC +5

Top Google Ads Consultants & Experts (2026)

- **Ori Herschmann:** Specialized in scaling high-growth brands (formerly Tesla, Uber), focusing on ROI and performance testing.
- **Ishant Sharma (Hustle Marketers):** Known for cross-channel retargeting and high ROAS, particularly for e-commerce and B2B.
- **Claire Jarrett:** An experienced expert focusing on audit-led strategy, landing page optimization, and tailored campaign management.
- **Jason Rothman (Rothman PPC):** Known for driving search lead generation for local service businesses.

best magento seo consultant

Keyword difficulty: 58.82% (for google.com database) — View full report for this keyword

AI Mode All Short videos Videos Images Forums Shopping More Tools

Online appointments Open now Top rated

AI Overview

Top Magento SEO consultants for 2026 include specialized experts like Hridoy Chowdhury (AI-driven, high-scale) and Ishant Sharma (conversion-focused, 200+ stores), along with specialized agencies like 1Digital Agency, Magenest, and Coalition Technologies. They specialize in resolving Magento-specific issues like layered navigation indexing, duplicate content, and slow site speed, often achieving over 100% traffic increases. Amasty +7

Top Magento SEO Specialists & Experts (2026)

- **Hridoy Chowdhury:** Known for AI-driven SEO, focusing on Google AI Overviews, product-level entity recognition, and complex, high-revenue Magento stores.
- **Ishant Sharma (Hustle Marketers):** Specializes in technical SEO, resolving large-catalog indexing issues, and aligning SEO with PPC data for profit growth.
- **1Digital Agency:** A specialized e-commerce agency focusing on bespoke Magento strategies, bridging the gap between technical development and SEO. Hustle Marketers +3

FOUNDER & LEAD STRATEGIST

Ishant Sharma.

"Dominating the digital world — driving sales, leads and scalable growth."

The man behind Hustle Marketers. Mastered PPC, SEO, CRO and growth strategies that directly move revenue. Scaled the agency from zero to **Google & Microsoft Advertising Partner**. Recognised among Top Entrepreneurs under 45 — not luck, just consistent execution across USA, UK, Australia and Dubai.

\$780M+

Revenue generated
for clients lifetime

2,500+

Brands scaled
across global markets

12+

Years running
paid media

GOOGLE PARTNER META BUSINESS PARTNER

MICROSOFT ADS PARTNER TOP ENTREPRENEUR UNDER 45



NEXT STEP

Let's build your next 10x account.

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FOUNDER

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